


REMARKS

Applicant has amended the application to claim the subject matter in the application relating to an advertisement being either graphical or textual, either of which include an active link associated therewith. Additionally, Applicant has amended the application to claim an email interface having an advertising banner displayed within an email message text window, as exemplified in Fig. 4.

Respectfully submitted,

WEBB ZIESENHEIM LOGSDON
ORKIN & HANSON, P.C.

By


John W. McIlvaine
Reg. No. 34,219
Attorney for Applicant
700 Koppers Building
436 Seventh Avenue
Pittsburgh, PA 15219-1818
Telephone: 412-471-8815
Facsimile: 412-471-4094
E-Mail: webblaw@webblaw.com